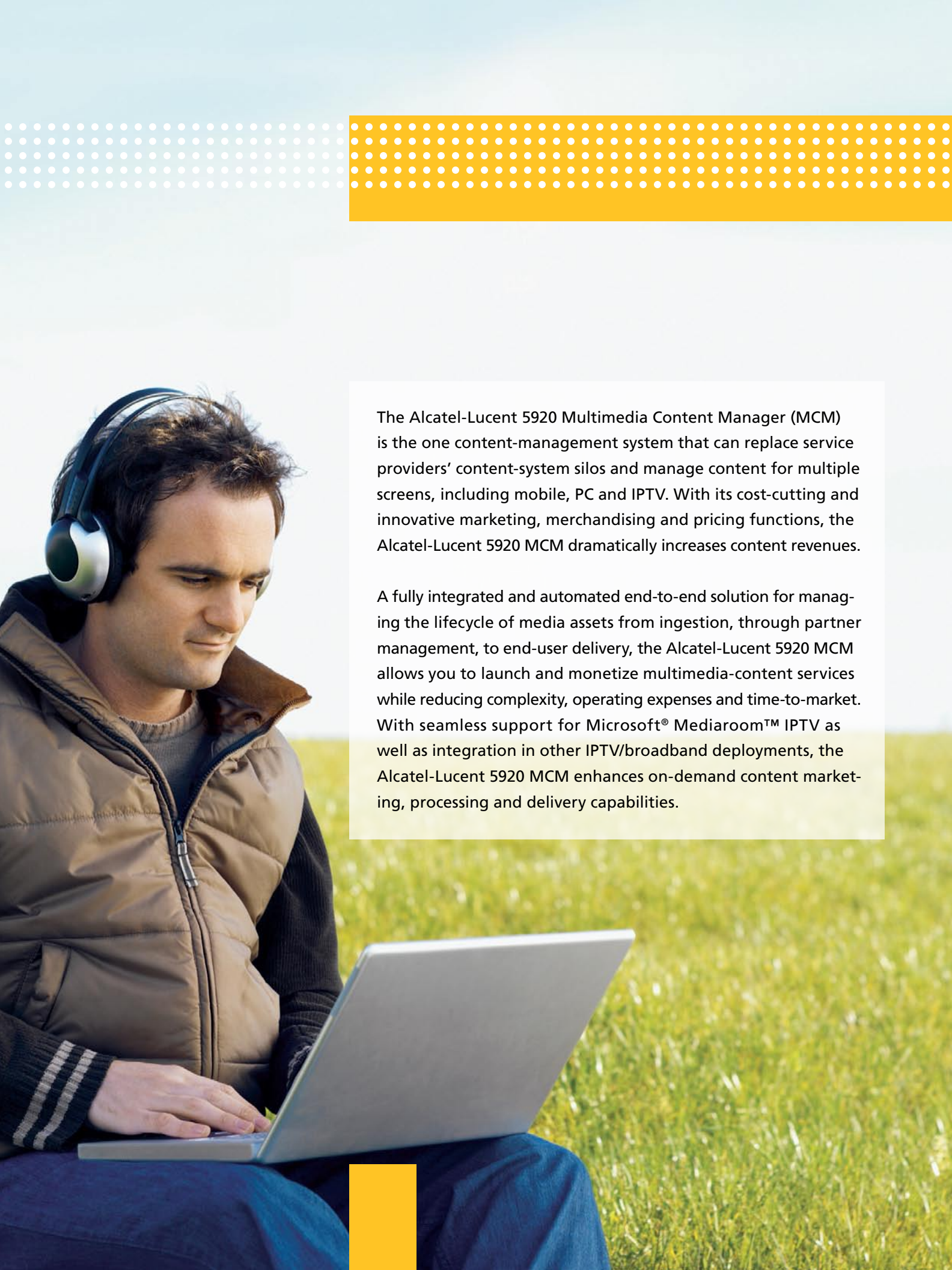
Alcatel-Lucent 5920 Multimedia Content Manager

Alcatel·Lucent

Complete system for launching and monetizing multiscreen, multimedia content services



The Alcatel-Lucent 5920 Multimedia Content Manager (MCM) is the one content-management system that can replace service providers' content-system silos and manage content for multiple screens, including mobile, PC and IPTV. With its cost-cutting and innovative marketing, merchandising and pricing functions, the Alcatel-Lucent 5920 MCM dramatically increases content revenues.

A fully integrated and automated end-to-end solution for managing the lifecycle of media assets from ingestion, through partner management, to end-user delivery, the Alcatel-Lucent 5920 MCM allows you to launch and monetize multimedia-content services while reducing complexity, operating expenses and time-to-market. With seamless support for Microsoft® Mediaroom™ IPTV as well as integration in other IPTV/broadband deployments, the Alcatel-Lucent 5920 MCM enhances on-demand content marketing, processing and delivery capabilities.

Meeting multimedia-content market challenges

The content market is maturing and becoming hypercompetitive. Mobile, broadband, IPTV and converged service providers are being challenged for their market share by device manufacturers, content owners, aggregators, traditional retailers, social-network owners and Internet over-the-top (OTT) retailers.

Growing swiftly, the content market is being driven by improvements in data-network speed and capacity and the increasing availability of digitized content. End users want a seamless experience across the expanding number of devices/screens that consume this content.

Leveraging legacy content assets

With such growth and competition, service providers want to leverage their multinetwork assets. Challenges for service providers with "old", siloed content-services infrastructure include managing content rights, increasing the efficiency of content-processing workflows, and marketing across multiple screens, especially for video on demand (VoD).

Consolidating content-management services and infrastructure

Service providers are replacing less-capable content-management systems (CMSs) and consolidating content-management/services infrastructure. Many older systems support a single content type, such as games, with no capacity for multiscreen content management and limited marketing/merchandising capabilities, content-partner support and overall capacity.

In addition, Telco 2.0 initiatives are driving service providers to open their infrastructure and storefronts to third parties in exchange for transaction and service fees.

Orchestrating content-service delivery

With a unifying layer for service management and subscriber-data collection, the Alcatel-Lucent 5920 MCM provides unique orchestration of service delivery, dramatically increasing multimedia-content revenue from your existing systems while significantly lowering operating costs. Its multiscreen support results in a unified mobile- and broadband-content experience across subscriber screens and devices.

SUPERIOR MARKETING TOOLS

The Alcatel-Lucent 5920 MCM offers integrated marketing campaigns that allow you to sell more content through targeted merchandising and advertising, with a "shopping mall" approach that encourages subscribers to buy more.

MODULAR, SCALABLE ARCHITECTURE

The Alcatel-Lucent 5920 MCM architecture can handle a wide range of mobile, IPTV and convergent service providers, OTT content aggregators and content mixes. With the ability to grow with service providers' subscribers and content catalogs, deployed Alcatel-Lucent 5920 MCM systems are supporting 200,000 to 75 million subscribers.

According to ABI Research, the number of viewers who access video over the Web will quadruple, reaching at least 1 billion by 2013. By 2011, Alcatel-Lucent and In-Stat estimate that subscribers will have increased to:

- IPTV – 80 million
- Broadband – 670 million
- Mobile TV – 180 million

Multiscreen flexibility with the Alcatel-Lucent 5920 MCM

The Alcatel-Lucent 5920 MCM is a multiscreen software platform that allows you to orchestrate the marketing, retailing and delivery of all content — applications, video, music, ringtones, news — and content services on any screen based on individual preferences, thereby integrating and enhancing the end-user experience.

Powerful components

The Alcatel-Lucent 5920 MCM is a key component of a service-delivery platform (SDP) and provides its core capabilities to all connected services — on-network and off-network — on all screens. With its IPTV on-demand content features, the Alcatel-Lucent 5920 MCM is a "must-have" upgrade for IPTV solutions and broadband on-demand offers.

The solution consists of the following elements:

- Service and Delivery Orchestrator
- Content and Storefront Manager
- Subscriber portals
- Marketing
- Rating
- Delivery
- Digital Rights Management (DRM)
- Mediator

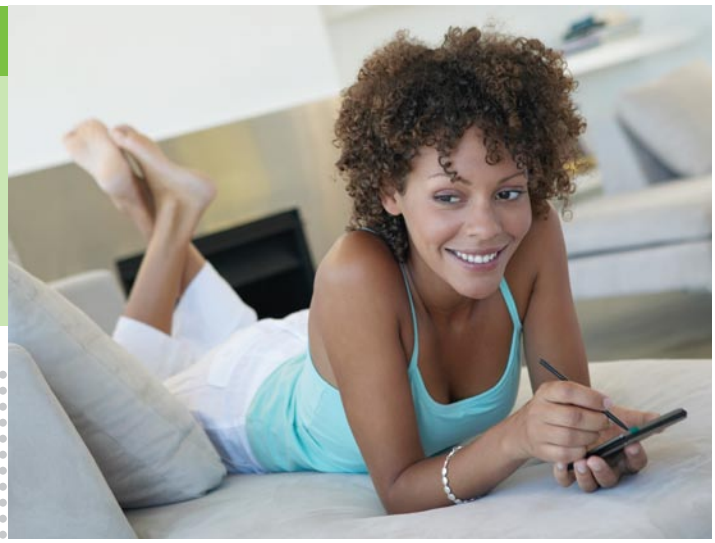
Tools for maximizing content revenues

With the Alcatel-Lucent 5920 MCM, you can capitalize on the enormous growth potential of the content and advertising market and dramatically increase content-related revenues:

- Leverage your investments in existing content services and infrastructure
- Use powerful marketing tools
- Increase the amount and variety of content offered, with off-deck partners and shared storefronts
- Capture and use your subscriber data to deliver personalized marketing and advertising campaigns
- Provide a unified subscriber experience across content types, devices and networks

Key features

- Multiscreen – mobile, PC and TV
- IPTV on-demand content
- VoD, streaming and live services
- Enhanced video-processing work flows
- Expanded content partnering and partner management



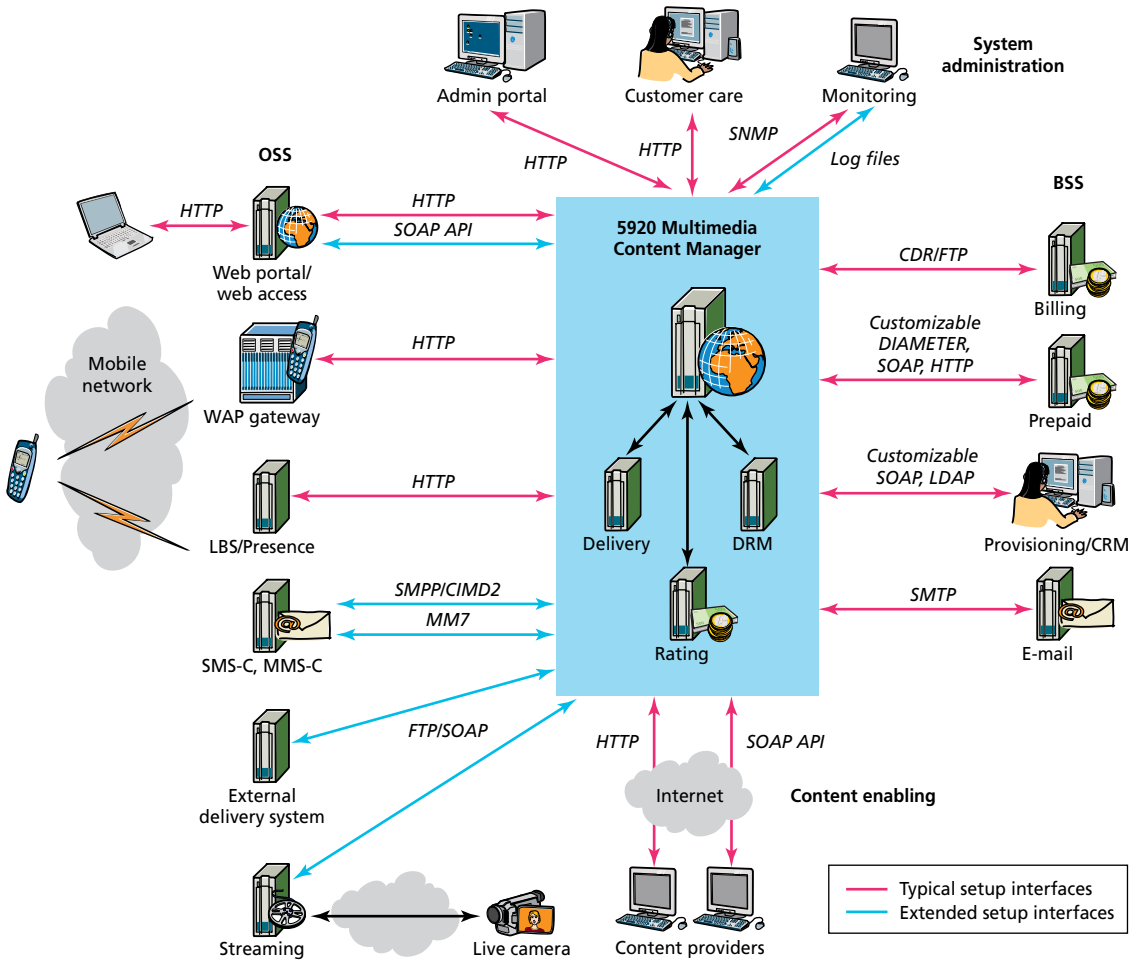
Integration in the service-enabling network

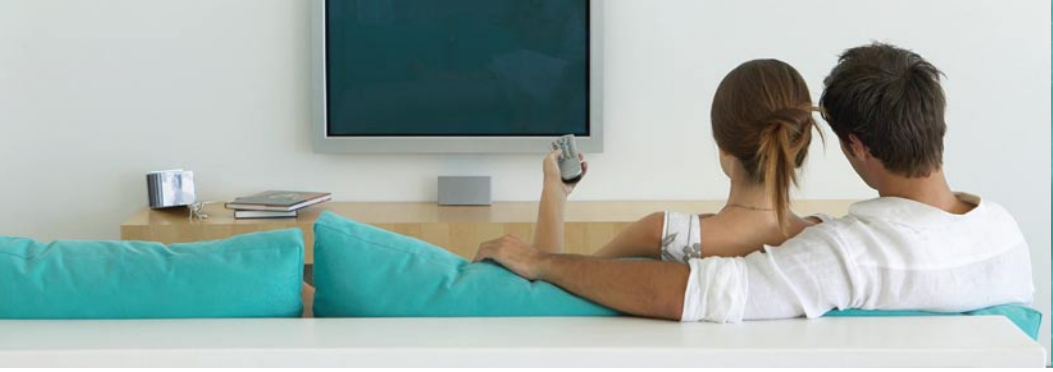
With the Alcatel-Lucent 5920 MCM, you can integrate components to work with your existing content platforms or replace components that are not offering superior service. The Alcatel-Lucent 5920 MCM supports an extensive array of protocols and provides an interface framework based on Web services. The following software-development kits (SDKs) are available:

- Content Provider Services SDK
- Portal Services SDK
- Distribution SDK
- Service Enablers SDK
- Operations Support System/Business Support System (OSS/BSS) Services SDK

Figure 1 shows a typical deployment of the Alcatel-Lucent 5920 MCM platform in a mobile service-provider network.

Figure 1. Typical Alcatel-Lucent 5920 MCM mobile deployment





Key orchestration function in your SDP

As the orchestration component in your SDP, the carrier-grade Alcatel-Lucent 5920 MCM easily integrates and scales to specific market needs (see Figure 2). The product provides an open and unified interface framework and can efficiently process large amounts and varieties of content from multiple content providers and off-network partners.

The Alcatel-Lucent 5920 MCM supports the creation of compelling, personalized portals and storefronts, providing powerful merchandising tools that allow attractive service offers and pricing options. This enriched subscriber experience is based on a flexible catalog structure, rich metadata definitions and subscriber segmentation. With the Alcatel-Lucent 5920 MCM, you can partner with vendors to provide additional capabilities, such as encoding, content preparation and integration with Internet set-top boxes (STBs).

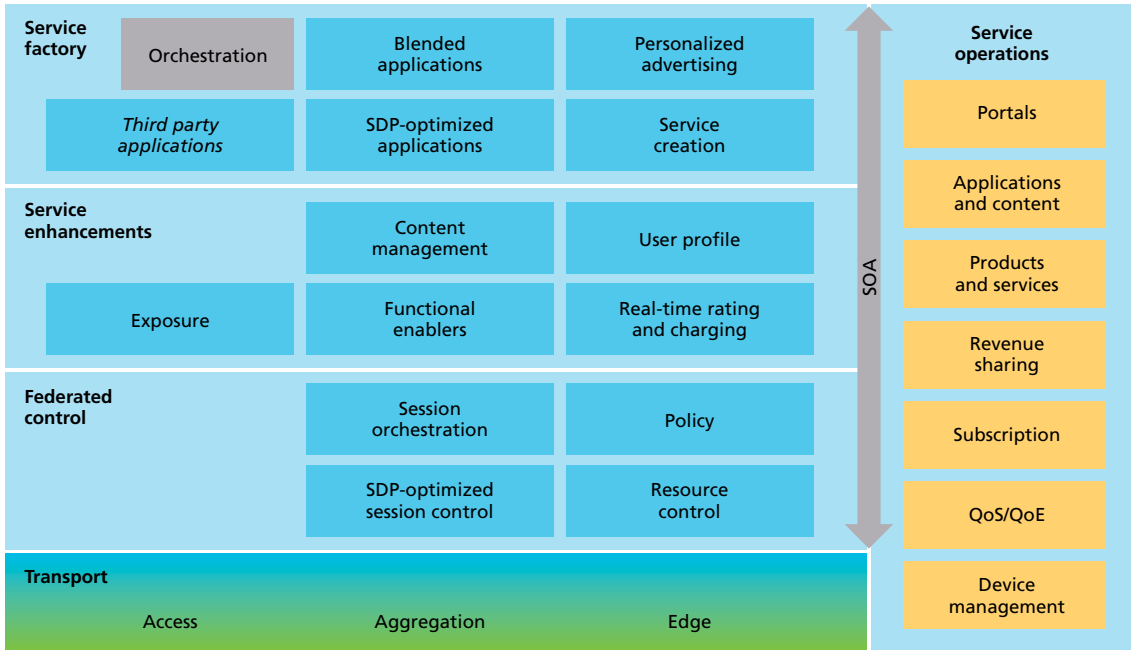
Interoperability and standards compliance

The Alcatel-Lucent 5920 MCM system has a flexible architecture and supports a number of standardized interfaces — shown in Figure 1 — as well as providing SDKs for easy integration with third-party elements of your content-services infrastructure.

The Alcatel-Lucent 5920 MCM leverages a Business Process Execution Language (BPEL) engine that enables integration with Web services, allowing the sequencing of content-processing/delivery steps with external service-oriented architecture (SOA)-enabled systems.

The Alcatel-Lucent 5920 MCM has been included in other vendors' SDP solutions as well as the Alcatel-Lucent SDP.

Figure 2. Typical Alcatel-Lucent 5920 MCM deployment in an SDP architecture



Multiscreen content management and advanced content retailing

The Alcatel-Lucent 5920 MCM is a true multiscreen solution that provides advanced content-marketing capabilities "out of the box". With full-featured support for third-party content partners and integration with other platforms, this flexible, open platform can be used for any content and can be purchased as well as hosted. The Alcatel-Lucent 5920 MCM is a strong, end-to-end solution for robust content management, flexible merchandising, reliable delivery to any devices, and support for off-network services.

Designed with carriers in mind, the telecommunications-grade Alcatel-Lucent 5920 MCM platform provides proven reliability, quality and scalability and is feature-laden, delivering great value for price compared to other systems. The Alcatel-Lucent 5920 MCM is the leading, most commercially deployed mobile-content platform currently on the market, with more than 20 deployments worldwide and serving millions of subscribers.

Alcatel-Lucent serves close to 150 customers in the IPTV-middleware, mobile-TV and mobile-entertainment sectors, supported by a dedicated staff that includes hundreds of video experts and specialist system integrators. The company is a worldwide technology vendor with a long history of innovation, delivering value and support for service providers and taking a leadership role in numerous media forums and standards bodies. Alcatel-Lucent, with its global reach and scale, combined with local presence in over 130 countries, makes use of a deep understanding of global-market dynamics, as well as the ability to anticipate local requirements.

Key benefits

- Save up to millions of dollars by consolidating CMSs
- Increase sales and revenues with superior marketing tools and expanded content portfolio
- Reduce video-content ingestion time and improve processing efficiency
- Increase revenues and impressions with bundling and unified, cross-screen promotions/experiences
- Lower labor requirements and leverage partners' retailing expertise by delegating content processing and offering additional storefront brands
- Grow organically toward a multiscreen offer without an expensive total overhaul

A Tier-2 Alcatel-Lucent customer reports a 50% reduction in video-content ingestion time compared to the previous platform, with up to a 90% reduction in ingestion times for other content types.

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